

**COMPLETE LISTING OF THE CLAIMS WITH AMENDMENTS SHOWN**

Claim 1 (currently amended): A system for offering incentives related to purchase transactions of products or services over a communications network, said system ~~including~~ comprising:

a vendor computer<sub>1</sub>; and

a consumer communication device, ~~and~~ said vendor computer being programmed to perform the steps of:

selecting a sponsor message to be associated with a for-sale product or a for-sale service provided by a vendor, said sponsor message being selected from a plurality of sponsor messages, wherein each sponsor message includes an advertisement provided by a sponsor, said advertisement being directed to another for-sale product or another for-sale service ~~unrelated to said for-sale product or for-sale service provided by the vendor~~ offered by the sponsor, wherein said step of selecting includes verifying that the total number of times which the sponsor message has been previously presented is less than a number of predetermined transaction cycles contracted by the sponsor of the sponsor message;

offering for sale to a consumer the for-sale product or for-sale service, wherein said offer for sale is communicated to the consumer via the consumer communication device over a communications network;

offering to said consumer an incentive related to the purchase of said for-sale product or for-sale service on the precondition that the consumer agrees to first receive or interact with the advertisement, wherein said offer of incentive is communicated to the consumer via the consumer communication device over a communications network;

in response to receiving an acceptance of said offer from the consumer communication device via the communications network, delivering the selected sponsor message to the consumer via the communication device over the communications network;

if the sponsor message is an interactive message, presenting at least one query to the consumer via the consumer communication device;

providing the offered incentive to the consumer; and

recording the delivery of the sponsor message to an activity log, said step of recording including updating the number of times the sponsor message has been presented.

Claim 2 (canceled)

Claim 3 (previously presented): The system according to claim 1, wherein said incentive includes a discount on the purchase of said for-sale product or for-sale service.

Claim 4 (previously presented): The system according to claim 1, wherein said incentive includes paying for shipping charges related to the purchase of said for sale product or for sale service.

Claim 5 (previously presented): The system according to claim 1, wherein said incentive is providing the for-sale product or for-sale service to the consumer free of charge.

Claim 6 (previously presented): The system according to claim 1, wherein said incentive includes providing information to said consumer.

Claims 7-8 (canceled)

Claim 9 (previously presented): The system according to claim 1, wherein said incentive includes in-store coupons.

Claim 10 (previously presented): The system according to claim 1, wherein said selected sponsor message is a multimedia presentation.

Claim 11 (previously presented): The system according to claim 1, wherein said selected sponsor message is one of an interactive survey, an audio message, a visual display, and an Internet website.

Claims 12-16 (canceled)

Claim 17 (previously presented): The system according to claim 1, further comprising the step of requesting said consumer to provide identification information.

Claim 18 (previously presented): The system according to claim 17, wherein said identification information includes one of said consumer's e-mail address, address information, gender, and age.

Claims 19-23 (canceled)

Claim 24 (previously presented): The system according to claim 1, wherein the consumer communication device is a computer.

Claim 25 (previously presented): The system according to claim 1, wherein said for-sale product or said for-sale service is obtained from the Internet by the consumer via the consumer communication device.

Claim 26 (previously presented): The system according to claim 1, wherein said communications network is one of the Internet, television cable network, telephone network, and satellite network.

Claim 27-55 (canceled)

Claim 56 (previously presented): The system according to claim 1, said method further comprising receiving a payment confirmation from the sponsor of the sponsor message presented to the consumer.